

Spring 2017

"Growing  
Business  
in Nevada"

# THE BUSINESS ADVOCATE



A publication of the Nevada Department of Business & Industry



(702) 486-2750  
(775) 684-2999



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## Spring brings new digs, new programs and more at Business & Industry

Springtime brings longer days, changing weather and the reemergence of life all around us. It's with this sense of a new beginning that many people are inspired to participate in the "spring cleaning" ritual to start fresh! This year, the Department of Business and Industry is also welcoming the season with new beginnings and a fresh start.

### Nevada State Business Center

The previous edition of *The Business Advocate* announced the impending centralization of the director's office and 10 of the department's agency offices in Las Vegas at the new Nevada State Business Center. We have completed the move and are now fully operational at 3300 W. Sahara Avenue on floors 2-4. We're anxiously awaiting construction work being completed in the main entrance to the parking garage in the coming months. In the meantime, if you plan to visit us, please follow the signage posted around the property that directs you to the parking garage entrance on the west side. From the parking garage, follow the sign directing you to the building's main entrance which is located on the 2nd floor.



### New Workshops and Training Offered at the NSBC

One of the key initiatives of the director's office is to provide information and resources to businesses that are looking to start or grow a business in Nevada. We now have 3 multipurpose rooms at the NSBC that will allow us to host free trainings and educational opportunities in collaboration with community partners and our agencies. Our first workshop, Developing a Business Model Canvas is scheduled for May 3rd. > [Read more about our plans and the details of the workshop in the Entrepreneurship + Innovation feature on page 5!](#)

### Veterans and Senior Citizens Small Business Startup Loan Program

We are also announcing the impending launch of a new micro-loan program for veterans and senior citizens that are looking for capital to start or operate a business. The administrative details are being finalized but we plan to officially open the program very soon! > [Read more about the Veterans and Senior Citizens Small Business Startup Loan Program on page 3!](#)

### Governor's Conference on Business 2017



Registration is now open for the 6th annual Governor's Conference on Business, scheduled for August 17, 2017 at the Nugget Casino Resort in Sparks. This comprehensive business resource and networking event is designed for entrepreneurs seeking to launch a new venture and business owners interested in growing or improving their business. The conference will feature a Business Resource Expo, breakout learning sessions, a Business Pitch Competition and a luncheon featuring a keynote address by Governor Brian Sandoval. If you are interested in attending, exhibiting or pitching, please visit [business.nv.gov/GCB/Home](http://business.nv.gov/GCB/Home) for more information! > [Read more about the Business Pitch Competition on page 2!](#)

### The Business Advocate

And finally, The Business Advocate is now in the fourth year of publication and it was time for a facelift! The current edition of the newsletter features a fresh new design while maintaining the same approach to providing information, resources and business opportunities that businesses throughout the state can use. As always, we welcome your questions, suggestions or compliments.



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# Joining the crowd(funding)

Crowdfunding, as the name suggests, is a way of raising funds for a project, nonprofit, or business through individual contributions from a large number of people. This type of alternative financing has grown in popularity over the past decade and the trend is predicted to continue into the future. To illustrate, in 2012 ventures raised more than \$2.5 billion, in 2015 \$35 billion was raised, and an estimated \$300 billion per year is predicted to be raised through crowdfunding by 2025.

In the past, solicitation for donations or investments was done through direct mail solicitations, benefit events, or asking friends and family to support your cause. Now, with the help of dedicated online crowdfunding platforms and the power of social media, ventures can reach far more potential investors. The top three fee-based online platforms, measured by the amount of funds raised include GoFundMe, Kickstarter, and Indiegogo.

Funds raised by businesses can range from a few hundred dollars to multi-millions. For example, a Nevada-based novelty frame company raised \$5,000, another Nevada company in the robotics R&D field raised over \$100,000 and the highest crowdfunded product to date, a new smart watch, raised over \$20 million.

There are three primary types of crowdfunding: donation-based, rewards-based, and equity-based. Donation-based, as you may expect, generally includes fundraising for non-profit organizations, charities and disaster relief with no financial return to the investor.



Reward-based involves contributing to the business in exchange for a reward or benefit such as products, discounts or special offers but no equity or financial return. Finally, equity-based allows contributors to become part owners of the company by giving equity shares and offers potential financial gain.

Due to the growth in crowdfunding as a capital raising mechanism and the Securities Act of 1933, it was necessary to pass legislation to allow businesses generally not registered with the Securities and Exchange Commission (SEC) to directly solicit equity investments. In April 2012, the Jumpstart Our Business Startups Act, or JOBS Act was signed into law, and the regulations were finalized in May 2016. Ruth E. Hedges, a local Nevadan and pioneer of the crowdfunding legislation states, "Regulation crowdfunding imposes a host of requirements on companies, investors, and intermediaries...notwithstanding...crowdfunding offers a distinct advantage over the tradi-

tional capital raising process for startups, and small business owners because you now have access to a large pool of 100's of millions of potential investors online with billions of dollars of discretionary income."

Nevadans are fortunate to have a unique opportunity to explore the potential of crowdfunding at the 6th annual Global Crowdfunding Convention in Las Vegas October 23- 24. Visit <http://thegccworld.com/> for more information.

To learn more about crowdfunding and the JOBS Act go to the SEC website at: <https://www.sec.gov/spotlight/jobs-act.shtml>.

## Here comes the pitch

It's spring! That means it's time for America's favorite pastime. No, not baseball. *Business!*

It's time to start planning for the 2017 Governor's Conference on Business and – if you're a daring entrepreneur looking for fame, glory and some money – the Business Pitch Competition. Every year, the Governor's Conference hosts this competition, which features early-stage Nevada businesses vying for cash and prizes. This year, the Governor's Conference on Business will be held at the Nugget Resort Casino in Sparks, Nevada, on Thursday, August 17.

If you are a start-up business with an innovative product, consider applying! Information on the conference and the pitch competition is available online at the Department of Business and Industry's website, [business.nv.gov](http://business.nv.gov)

To apply, a business must:

- Have a business license in the State of Nevada.
- Have been operating for less than two years.
- Generate less than \$250,000 in annual gross revenue.
- Represent a business project or concept in the early stages of development, launch, or operation.
- Be an entrepreneurial start-up without direct or indirect operating relationship to an existing large-scale corporation, investment fund or government agency.

The goal of the competition is to highlight the entrepreneurial spirit of Nevadans and to help promote the interesting and innovative things Nevadans are doing in the world of small business and start-up enterprises. Join the fun and check out the 2017 Business Pitch Competition! The deadline to apply and submit the required documentation for the Business Pitch Competition is **8:00 am, June 26**. For questions, please contact Karen Schnog, [kschnog@business.nv.gov](mailto:kschnog@business.nv.gov).



## New loan program to offer micro-loans to seniors, veterans

The Department of Business and Industry, on behalf of the Department of Employment, Training and Rehabilitation (DETR), will soon be launching a new micro-loan program aimed at helping Nevada veterans and senior citizens, those 62 or older, seeking money to start or run a small business. The lending program, which was authorized by the Nevada Legislature, will be administered by a third-party vendor on behalf of the state.

Known as the **Veterans and Senior Citizens Small Business Startup Loan Program**, the program will offer micro-loans of up to \$15,000 each to Nevada veterans or senior citizens who want to start or run their own business. Maximum loan length will be four years. The first year of each loan will be interest free.



If a loan is not repaid within the first year, a variable interest rate will be applied beginning in the second year at a favorable rate.

Other standards will apply, including annual program funding limits, but the program is intended to give interested veterans and senior citizens access to low- and no-cost money for business purposes. The program is part of DETR's Career Enhancement Program, which helps promote employment and retraining opportunities for Nevadans.

If you are a Nevada veteran or senior citizen starting or running a business, watch the Department of Business and Industry's website – [business.nv.gov](http://business.nv.gov) – for announcement of the official start date and vendor contact information. You may also contact Karen Schnog at (702) 486-3755 or [kschnog@business.nv.gov](mailto:kschnog@business.nv.gov) if you have any questions.

### Need funding?

#### Visit our Access to Capital Directory

The Access to Capital Directory is a comprehensive listing of financing programs available to Nevada businesses.

View online at [http://business.nv.gov/Resource\\_Center/Access\\_to\\_Capital/Access\\_to\\_Capital/](http://business.nv.gov/Resource_Center/Access_to_Capital/Access_to_Capital/)



**Ira Gostin**

President and Chief Marketing Officer  
120 West Strategic Communications  
[ira@120west.biz](mailto:ira@120west.biz)

**Q: Does a business need a social media strategy?**

**A:** Creating tactics is always the fun part of marketing--whether it's the advertisement, social media components, television interview or the promotion, these are the enjoyable tools we enjoy crafting to drive our business forward.

However, without a strategy to guide a campaign, they end up being solo components lacking cohesiveness. In marketing, tactics that constantly deliver your message and reinforce your brand are called touch points. Touch points work when they connect to each other like links in a chain, with a common theme and message.

The entire concept is referred to as "stickiness" and really identifies how well your messaging sticks to the customer.

A strategy doesn't need to be a year's work poured into binders loaded with content. The shorter the better, increasing the odds that the strategy will be implemented, is a great rule of thumb and most businesses' marketing strategies can be completed in less than five pages.

A strategy should follow the SMART concept for goal setting: specific, measurable, attainable, realistic and time sensitive (deadline). A goal has to be set; and then a strategy created; this will be your path to reach those goals. Only then is it appropriate to start designing the fun tactics that will push out your message. Your strategy should also contain who your target audience is, a SWOT analysis of your business (strengths, weaknesses, opportunities and threats), how you will measure the progress and results and how you will celebrate achieving your goals!

Additionally, you should clearly define your marketing message, understand what is unique about your business, service or products (also known as the USP), and have a solid working knowledge of how your clients use your business and what their needs are.

Your strategy should be a simple road map to accomplish your objectives, move the needle on your progress and obtain the goals you set out for your business.

Chinese philosopher and general Sun Tzu wrote 2,000 years ago, "Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat."

Have a question for one of our guest experts?  
Email [cfoley@business.nv.gov](mailto:cfoley@business.nv.gov).



# Resource Organization Spotlight: Adams Hub



Adams Hub is a business incubator and co-working habitat in downtown Carson City, founded by The Hop & Mae Adams Foundation in 2012. The organization was recently recognized by Economic Development Authority of Western Nevada (EDAWN) in its 2017 Awards for "Entrepreneurial Program of the Year."

The two-story facility in the historic district occupies a fully renovated building just one block from the state capitol. Its state-of-the-art interiors resemble business incubators in the Bay Area, with light-filled conference rooms and private offices. A multi-purpose space called The Studio at Adams Hub opened in 2016, and now hosts events ranging from fundraisers for local non-profits to marketing classes for Western Nevada College.

"Our mission is broader than that of most incubators," says Miya MacKenzie, Chief Professional Officer of Adams Hub. "Our goal is to increase business opportunities and employment in Northern Nevada."

The award-winning program includes:

- An intensive Pre-Accelerator designed to ignite growth for scaling startups
- A Carson chapter of Entrepreneurs Assembly, a Nevada non-profit that supports startups, small businesses and even people working on a business idea
- Lunchbox Learning sessions, monthly classes on an array of business topics
- Research Ninjas, research assistance sessions with Carson City Librarians, who utilize proprietary databases
- Motivation Mondays, private coaching sessions for entrepreneurs who want to increase their personal effective-

ness, with business coach Diane Dye Hansen of What Works consulting.

Adams Hub's Entrepreneur in Residence (EIR) Matt Westfield, an adjunct professor of business at UNR, maintains weekly office hours to consult with businesses. He also serves on mentor teams for incubator companies. MacKenzie, who previously founded marketing agency MacWest Marketing, serves as marketing EIR and mentor. Community Curator Peggy Wynne Borgman, a former spa and wellness entrepreneur, also serves on mentor teams. Adams Hub's rich mentor network includes more than forty local, experienced entrepreneurs and business executives who volunteer their time to help Adams Hub's entrepreneurs and startups.

Incubator clients may also utilize the services of a team of interns, most of them University of Nevada Reno students.

"Most early-stage startups are bootstrapped or running on lean budgets, so hiring talent is a challenge," explains MacKenzie. "Clients love the intern program, and student interns gain valuable business experience, and contribute to a new venture."

In addition to its dedicated incubation offices, five conference rooms and event space, Adams Hub offers the only co-working facility in Carson City and the Carson Valley with open seating and a private telephone lounge. Rounding out Adams Hub offerings are a rooftop deck, ultra-fast fiber internet, and of course, endless coffee and tea. A variety of membership plans accommodate everyone from solopreneurs to small startup teams, as well as students.



Anticipating an even busier 2017, Adams Hub is currently expanding its mentor team and accepting applications for new co-working clients and incubator companies.

## Adams Hub helps ecommerce company find its target

PantyDrop founder Julie Arsenault participated in the Adams Hub fall 2016 Pre-Accelerator program. During the intensive program, facilitator Kevin Lyon encourages participants to speak to more potential customers to help better determine their target market. Through this process, Julie was surprised to discover that the lingerie subscription company's primary target market was not who she assumed it was when she first started the business.

She found an under-served market that responded beautifully to her value proposition, made the pivot and blew the doors off her sales forecast in December, adding many premium subscribers. She told us that the Pre-Accelerator Program was the most important thing she had done for her business last year.



Julie Arsenault,  
Founder  
[julie@pantydrop.me](mailto:julie@pantydrop.me)  
[www.pantydrop.me](http://www.pantydrop.me)

# Entrepreneurship + Innovation: A minute with Marcel

By Marcel F. Schaerer, Deputy Director of Programs for the Department of Business and Industry's Office of Business Finance and Planning

The Department of Business & Industry has transformed the former Wells Fargo Financial Center, located at 3300 West Sahara Avenue in Las Vegas into a new and vibrant business center for growing business in Nevada. Ten of the department's agency offices and the director's office are now operating out of this new location. In addition to office space for B&I agencies to provide regulatory oversight and licensing services, the new business center provides rooms for meetings and workshops with flexible configurations, video conferencing services, and plug-and-play presentation technology. The three multi-purpose rooms—Nevada, Tahoe and Red Rock—are located on the 4<sup>th</sup> floor.

With the centralization effort complete, Business & Industry begins a new chapter in supporting a vibrant business ecosystem in Nevada by offering educational workshops and providing space for meetings and meet-ups, networking opportunities, as well as access to connect with local resources for up-and-upcoming entrepreneurs and business owners. In collaboration with local business resource partners, our workshop series will help business owners and entrepreneurs in all types of industries and development stages. It will feature guest speakers on topics designed to enrich experiences and build tools and capabilities to enable businesses and entrepreneurs to succeed such as business creation and development, new tools and techniques, social enterprises, and development for local and global growth.

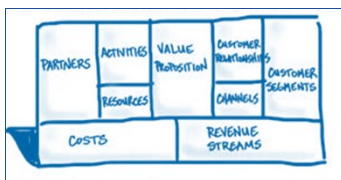
Our inaugural workshop, **Developing a Business Model Canvas** will be held on Wednesday, May 3 from 5:00 to 7:00 pm in the Nevada Room. Offered in collaboration with RedFlint, this free evening workshop will guide you through the process of developing a business model canvas— a visual chart that helps you frame your business idea and put it in writing.

With easy access to a wealth of online resources and platforms full of timely articles, blogs, videos and more, why bother to go to a physical location and attend a workshop in person? Well, simply put, there are many benefits that you can only receive by attending in person. Below are just a few of the 12 reasons cited by Richard Brooks, agency director for Flyte New Media for attending a conference or workshop. To read the complete, useful and fun article visit <http://www.takeflyte.com/reasons-to-attend-conferences>.



- *Meet experts and influencers face to face* – “Sometimes it’s about taking a selfie with someone who’s influenced you, or sharing a business idea with someone you admire, or making a connection that can lead to finding your next mentor.”
- *Networking opportunities* – “There’s no substitution for meeting someone in real life.”
- *Learning in a new space* – “Remember that scene in Dead Poet’s Society when Robin Williams made his students stand on a desk to get a fresh perspective?”
- *Break out of your comfort zone* – “Going hand-in-hand with the previous reason, live events force you to break out of your comfort zone.”
- *Greater focus* – “The flip side of learning new things is relearning classic techniques.”
- *The energy of like-minded individuals* - “There’s nothing like being in a room of like-minded people. Other people who want to better themselves.”
- *Invest in yourself* - “It’s admitting that you’re worth it. It’s admitting that you still have things to learn. That you can get better.”
- *Have fun!* – “Live events with other people are fun!”

We hope you will plan to join us on May 3rd for the business model canvas workshop and receive numerous benefits from attending an event in person, as well as the valuable information presented on this very useful topic.



## Free Workshop: Developing a Business Model Canvas

Wednesday, May 3, 2017

5:00– 5:30 pm: Networking; 5:30– 7:00 pm: Workshop

Nevada State Business Center, 3300 W. Sahara Avenue, Nevada Room (4th floor)

Offered in collaboration with RedFlint, this free evening workshop will guide you through the process of developing a business model canvas: a visual chart that can help you frame your business idea and put it in writing. Having a great idea is only one portion of the equation for success and the time spent in this workshop could possibly be the best two hours spent on your business.

### Workshop Takeaways:

- We will explore how the business model canvas can be used to create a solid business model around your idea and what resources are necessary to drive your new venture toward creating value.
- The first 30 registrants will receive a copy of the RedFlint Entrepreneurial Journey notebook.

**RSVP required, please email [cfoley@business.nv.gov](mailto:cfoley@business.nv.gov) to reserve your spot!**

# GOVERNOR'S CONFERENCE ON BUSINESS 2017

THURSDAY, AUGUST 17, 2017  
NUGGET HOTEL CASINO, SPARKS



This comprehensive resource and networking event is focused on helping you make the connections you need to succeed. Whether you are looking to grow an existing business or launch a new venture, here are three ways you can get connected at the 6th annual Governor's Conference on Business : Attend, Exhibit, Pitch. Online registration is open!

## Conference Agenda

7:30 am

- ◆ **Registration** begins
- ◆ **Continental breakfast** and networking

7:30 am– Noon

◆ **Business Resource Expo** featuring 90+ service providers, lenders, business development agencies, B2B companies and government entities

- ◆ **Morning Breakout Session**

◆ **Business Pitch Competition** Ten finalists will pitch their innovative product or service for cash and prizes

Noon– 1:30 pm

◆ **Conference luncheon** featuring special guest speakers and keynote address by Governor Sandoval

◆ **Business Pitch Competition Awards Ceremony** First, second and people's choice will be awarded

## Registration and Details:

<http://business.nv.gov/GCB/Home>

**Conference Attendees:** \$40 in advance

**Pitch Competition:** \$40

**Exhibitors:** \$275 nonprofit; \$375 B2B

**Questions? (702) 486-2750**

## Here are three ways you can get connected at the Governor's Conference on Business!

### > Attend

- Network at the Business Resource Expo featuring 90+ business service providers, government entities, lenders and B2B companies
- Attend the morning breakout sessions including the Business Pitch Competition
- The conference luncheon features a keynote address by Governor Brian Sandoval, special guest speakers and the business pitch competition awards

### > Exhibit

- The Business Resource Expo provides a great opportunity to grow your business and develop new leads
- Registration is open to entities that provide direct assistance, goods or services to business customers
- Each booth comes with two complementary tickets to attend the luncheon

### > Pitch

- Statewide competition open to businesses from any industry in operation for 2 years or less with annual gross revenues under \$250,000
- Pitch your innovative business, product or service to a panel of judges for a chance to win cash and in kind services
- Deadline for application and fee submission: 8 am, June 26



NEVADA DEPARTMENT OF  
BUSINESS AND INDUSTRY



# STATEWIDE CALENDAR OF EVENTS

For event details, registration instructions and cost, please visit  
[http://business.nv.gov/Resource\\_Center/Calendar\\_of\\_Events/Calendar\\_of\\_Events/](http://business.nv.gov/Resource_Center/Calendar_of_Events/Calendar_of_Events/)

## SOUTHERN NEVADA

Date	Event & Location
April 18 8:30am to 5:00pm	Lean Manufacturing Workshop University of Nevada Cooperative Extension, 8050 Paradise Rd., Las Vegas
April 18 9:00am to 12:00pm	Ask the Advisor Tax Seminar Department of Taxation, 2550 Paseo Verde Pkwy. Ste. 180, Henderson
April 19 7:30am to 9:00am	Simple Steps for a Well Run Business Nevada Hispanic Business Group, 4530 S. Eastern Ave. Ste. 9, Las Vegas
April 19, 26 5:30pm to 9:00am	Manage Your Money for You and Your Business University of Nevada Cooperative Extension, 360 Lincoln St., Caliente
April 19, 26 5:30pm to 9:00pm	Manage Your Money for You and Your Business Pahrump Valley Chamber of Commerce, 1301 S. Highway 160, Pahrump
April 19 5:00pm to 6:30pm	Small Business Owners 101: Understanding Your Business Financials Las Vegas Urban League, 3575 W. Cheyenne Ave., North Las Vegas
April 19 9:00am to 12:00pm	ISM Supplier Opportunity Fair Pearson Community Center, 1625 W. Carey Ave., North Las Vegas
April 20 7:30am to 9:30am	Henderson Chamber of Commerce Foundation's Roadmap to Success Workshop Henderson Business Resource Center, 112 S. Water St., Henderson
April 20 5:30pm to 8:30pm	Entrepreneurs Assembly – Las Vegas Henderson Business Resource Center, 112 S. Water St., Henderson
April 20 6:00pm to 7:30pm	How To Fund Your Business Summerlin Library, 1771 Inner Circle, Las Vegas
April 20 5:30pm to 7:30pm	Breaking Through: Next Steps to Elevate Your Business Holland & Hart, 9555 Hillwood Dr.-2 <sup>nd</sup> Floor, Las Vegas
April 21 8:00am to 9:30am	Licensing Process Nevada Hispanic Business Group, 4530 S. Eastern Ave. Ste. 9, Las Vegas
April 24 8:30am to 12:00pm	Free Business Counseling Nevada Hispanic Business Group, 4530 S. Eastern Ave. Ste. 9, Las Vegas
April 25-27	Keeping the Promise Celebrating Success Rio Hotel, 3700 W Flamingo Rd., Las Vegas
April 26 1:30pm to 2:45pm	Cyber Security Microsoft Store at Fashion Show Mall, 3200 S. Las Vegas Blvd., Las Vegas
April 27 8:00am to 12:00pm	Market Research Workshop U.S. Small Business Administration, 300 S. 4 <sup>th</sup> St. Suite 400, Las Vegas
April 27 6:00pm to 7:45pm	How To Start and Operate a Home Based Business Clark County Library, 1401 E Flamingo Rd., Las Vegas
April 28 10:00am to 11:30am	Panel: Video & Film Industry Urban Chamber of Commerce, 1951 Stella Lake St. Suite 26, Las Vegas
April 29 9:00am to 11:30am	Consulting and Independent Contracting Urban Chamber of Commerce, 1951 Stella Lake St. Ste. 30, Las Vegas
April 29 11:00am to 4:00pm	Small Business and Professional Development Fair Whitney Library, 5175 E. Tropicana Ave., Las Vegas
May 1 8:30am to 12:00pm	Free Business Counseling Nevada Hispanic Business Group, 4530 S. Eastern Ave. Ste. 9, Las Vegas
May 2 1:00pm to 4:00pm	Get Funded, Get Marketing, Get Growing Sahara West Library, 9600 W. Sahara Ave., Las Vegas
May 2 6:00pm to 9:00pm	Large Vision Business Network Mixer Suncoast Hotel & Casino, 9090 Alta Dr., Las Vegas
May 3, 10, 17, 24, 31 5:30pm to 9:00pm	Manage Your Money for You and Your Business University of Nevada Cooperative Extension, 360 Lincoln St., Caliente

## SOUTHERN NEVADA, continued

May 3, 10, 17, 24, 31 5:30pm to 9:00pm	Manage Your Money for You and Your Business Pahrump Valley Chamber of Commerce, 1301 S. Highway 160, Pahrump
May 3 6:00pm to 8:00pm	What's the Law? How to Choose the Right Business Entity City of Las Vegas, Development Services Center, 333 N. Rancho Dr., Las Vegas
May 3 11:30am to 1:00pm	Small Business Marketing Tips Using Facebook and Instagram Henderson Branch, 370 N. Stephanie St., Henderson
May 4 4:30pm to 7:00pm	Small Business START SMART! University of Nevada Cooperative Extension, 8050 Paradise Rd., Las Vegas
May 4 5:30pm to 6:15pm	Government Contracting 101, Basics on How to Do Business with the Government Boulder City Library, 701 Adams Blvd., Boulder City
May 4 6:30pm to 7:15pm	How to Write a Winning RFP Response Boulder City Library, 701 Adams Blvd., Boulder City
May 5 8:00am to 9:30am	Panel: Best Practices in Business Management Nevada Hispanic Business Group, 4530 S. Eastern Ave. Ste. 9, Las Vegas
May 5 9:00am to 11:30am	Small Business START SMART! Henderson Business Resource Center, 112 S. Water St., Henderson
May 6 8:00am to 4:30pm	Veterans: Boots to Business Reboot University of Nevada Cooperative Extension, 8050 Paradise Rd. -Classroom E, Las Vegas
May 8, 15, 22 8:30am to 12:00pm	Free Business Counseling Nevada Hispanic Business Group, 4530 S. Eastern Ave. Ste. 9, Las Vegas
May 9 1:30pm to 3:30pm	Start-Up Steps for Small Business Latin Chamber of Commerce, 300 N. 13 <sup>th</sup> St., Las Vegas
May 11 8:30am to 5:00pm	Lean for the Office Workshop University of Nevada Cooperative Extension 8050 Paradise Rd., Las Vegas, NV
May 11 4:30pm to 6:30pm	The Elite Service-Disabled Veteran Owned Business Henderson Business Resource Center, 112 S. Water St., Henderson
May 11 6:00pm to 7:30pm	Franchising – It's Not All About Burgers & Fries Summerlin Library, 1771 Inner Circle, Las Vegas
May 13 9:00am to 11:00am	Start-Up Steps for Small Business Las Vegas Urban League, 3575 W. Cheyenne Ave. Suite 101, Las Vegas
May 13 9:00am to 11:30am	Learn What No One Told You, You Needed to Know About Marketing Your Small Business Urban Chamber of Commerce, 1951 Stella Lake St. Ste. 30, Las Vegas
May 16 9:00am to 12:00pm	Ask The Advisor Tax Seminar Department of Taxation, 2550 Paseo Verde Pkwy. Suite 180, Henderson
May 17 8:30am to 5:00pm	Nevada Facility Operator Certification for Utility Systems Desert Research Institute, 755 E. Flamingo Rd., Las Vegas
May 17 5:00pm to 6:30pm	Panel: Marketing Trifecta Las Vegas Urban League, 3575 W. Cheyenne Ave. Suite 101, Las Vegas
May 18 5:00pm to 7:00pm	Ask a Lawyer-Reviewing a Contract or Lease West Charleston Library, 6301 W. Charleston Blvd., Las Vegas
May 18 5:30pm to 8:30pm	Entrepreneurs Assembly – Las Vegas Henderson Business Resource Center, 112 S. Water St., Henderson
May 19 8:00am to 9:30am	Business Coaching 101 Nevada Hispanic Business Group, 4530 S. Eastern Ave. Ste. 9, Las Vegas
May 19 10:00am to 12:00pm	VEDC Small Business Community Roundtable Henderson Business Resource Center, 112 S. Water St., Henderson
May 20 9:00am to 11:30am	Small Business START SMART! Las Vegas Urban League, 3575 W. Cheyenne Ave. Suite 101, Las Vegas
May 23 3:00pm to 4:30pm	Panel: Marketing Trifecta Latin Chamber of Commerce, 300 N. 13 <sup>th</sup> St., Las Vegas
May 25 6:00pm to 7:45pm	Understanding Your Business Financial Statements Clark County Library, 1401 E Flamingo Rd., Las Vegas
May 26 10:00am to 12:00pm	Access to Capital Urban Chamber of Commerce, 1951 Stella Lake St. Suite 26, Las Vegas
June 1 4:30pm to 7:00pm	Small Business START SMART! University of Nevada Cooperative Extension, 8050 Paradise Rd., Las Vegas



## NORTHERN NEVADA

April 18, 25 5:30pm to 8:30pm	Catalyst Live – 12 Weeks for Exponential Business Growth Fusion @Midtown , 800 Haskell St. , Reno
April 19, 26 9:00am to 10:00am	1 Million Cups Swill Coffee & Wine, 3366 Lakeside Ct. , Reno
April 19 6:00pm to 8:00pm	Basic Website Design Governor's Office of Economic Development, 808 W. Nye Lane, Carson City
April 19 2:00pm to 4:00pm	NCET Tech Cafe – Membrane-Based Water Treatment: From the Solar Field to the Battle Field The Basement, 50 S. Virginia St., Reno
April 20, 27 6:30pm to 8:30pm	Bridgewire Open House 1055 Industrial Way Suite 20, Sparks
April 20 6:00pm to 8:00pm	Learn How to Create Your Own Website with WordPress Innovation Center, 450 Sinclair St., Reno
April 21 11:30am to 4:00pm	Monetize Me Now Success Summit Peppermill Resort and Spa, 2707 South Virginia St., Reno
April 25 5:30pm to 8:30pm	Social Media Musts for Businesses Redfield Campus, 18600 Wedge Pkwy. Bldg. A, Room 213, Reno
April 26 11:00am to 1:00pm	NCET Tech Bite – Transfer Your Revenue Into Profit Atlantis Casino Resort Spa, 3800 S. Virginia St., Reno
April 26 5:15pm to 8:45pm	Manage Your Money for You and Your Business Souled Out Wellness Art & Education Center, 898 E. St., Hawthorne
April 27 6:00pm to 7:30pm	Basic Search Engine Optimization Innovation Center, 450 Sinclair St., Reno
May 1 8:00am to 5:00pm	Diverse Chamber – Small Business Day at the Legislature Nevada Legislature, 401 S. Carson St. Room 3100, Carson City
May 2 6:30pm to 8:00pm	Start-Up Basics by SCORE Innovation Center, 450 Sinclair St., Reno
May 2, 9 5:30pm to 8:30pm	Catalyst Live: 12 Weeks for Exponential Business Growth Fusion @Midtown, 800 Haskell St., Reno
May 3, 10, 17, 24, 31 9:00am to 10:00am	1 Million Cups Swill Coffee & Wine, 3366 Lakeside Ct., Reno
May 3 6:00pm to 9:00pm	Entrepreneurs Assembly 999 Tahoe Blvd. TCES 139, Incline Village
May 3, 10, 17, 24, 31 5:15pm to 8:45pm	Manage Your Money for You and Your Business Souled Out Wellness Art & Education Center, 898 E. St., Hawthorne
May 4 6:00pm to 9:00pm	Entrepreneurs Assembly Lake Tahoe Community College, One College Dr., Aspen Rm., So. Lake Tahoe
May 4, 11, 18, 25 6:30pm to 8:30pm	Bridgewire Open House 1055 Industrial Way Suite 20, Sparks
May 4 6:00pm to 8:00pm	Pinterest 101 for Business Innovation Center, 450 Sinclair St., Reno
May 5 7:30am to 9:30am	Where's the Contract? Successful Contractor Panel Washoe County Government Center, 1001 E. Ninth St., Reno
May 13 9:00am to 12:00pm	Entrepreneurs Assembly Startup Incubator Innovation Center, 450 Sinclair St., Reno
May 20 9:30am to 11:00am	Start-Up Basics by SCORE Innovation Center, 450 Sinclair St., Reno
June 1 6:00pm to 9:00pm	Entrepreneurs Assembly Lake Tahoe Community College, One College Dr., Aspen Rm., So. Lake Tahoe
June 1, 8, 15, 22, 29 6:30pm to 8:30pm	Bridgewire Open House 1055 Industrial Way Suite 20, Sparks, NV
June 7, 14, 21, 28 9:00am to 10:00am	1 Million Cups Swill Coffee & Wine, 3366 Lakeside Ct., Reno
June 7 6:00pm to 9:00pm	Entrepreneurs Assembly Sierra Nevada College, 999 Tahoe Blvd. TCES 139, Incline Village
June 7, 14, 21, 28 5:15pm to 8:45pm	Manage Your Money for You and Your Business Souled Out Wellness Art & Education Center, 898 E. St., Hawthorne

>> [Calendar of events continues on page 12](#)



# NEVADA SMALL BUSINESS RESOURCE DIRECTORY



## ACCESS TO CAPITAL

**Accion**  
1951 Stella Lake St.  
Las Vegas, NV 89106  
Phone: (702) 250-3372  
Web: [www.accionnv.org](http://www.accionnv.org)

**Bank of Nevada**  
Multiple Locations  
Web: [www.bankofnevada.com](http://www.bankofnevada.com)

**Prestamos/CPLC**  
3685 Pecos-McLeod  
Las Vegas, NV 89121  
Phone: (702) 207-1614  
Web: [prestamosloans.org](http://prestamosloans.org)

**Nevada State Bank**  
Multiple Locations  
Web: [www.nsbank.com](http://www.nsbank.com)

**Nevada State Development Corporation**  
1551 Desert Crossing Ct.  
Las Vegas, NV 89144  
Phone: (702) 877-9111  
Web: [www.nsdcc.com](http://www.nsdcc.com)

**Nevada State Development Corporation**  
6572 South McCarran Blvd.  
Reno, NV 89509  
Phone: (775) 770-1240  
Web: [www.nsdcc.com](http://www.nsdcc.com)

**Nevada Business Opportunity Fund**  
550 E. Charleston Blvd. Suite E  
Las Vegas, NV 89104  
Phone: (702) 734-3555  
Web: [www.vedc.org/nevada](http://www.vedc.org/nevada)

**Rural Nevada Development Corporation**  
1320 E. Aultman St.  
Ely, NV 89301  
Phone: (775) 289-8519  
Web: [www.rndcnv.org](http://www.rndcnv.org)

**Small Business Administration (SBA)**  
Multiple Locations  
Web: [www.sba.gov](http://www.sba.gov)

**The Interface Financial Group**  
Chuck and Karin Schultz  
Phone: (702) 636-8644  
Web: [www.interfacefinancial.com/Schultz](http://www.interfacefinancial.com/Schultz)

**USDA Rural Development**  
7080 La Cienega St. Ste. 100  
Las Vegas, NV 89119  
Phone: (702) 407-1400 ext. 103  
Web: [www.rd.usda.gov/nv](http://www.rd.usda.gov/nv)

**The Valley Center Opportunity Zone (VCOZ)**  
300 North 13th St.  
Las Vegas, NV 89101  
(702) 384-8269  
Web: [www.vcoz.org](http://www.vcoz.org)

**Wells Fargo**  
Multiple Locations  
Web: [www.wellsfargo.com](http://www.wellsfargo.com)

## EXPORTING

**Governor's Office of Economic Development**  
*See Government Contracts below*

**Nevada Industry Excellence**  
Multiple Locations  
Web: [www.nevadaie.com](http://www.nevadaie.com)

**U.S. Department of Commerce-  
U.S. Export Assistance**  
400 S. Fourth St. Ste. 250  
Las Vegas, NV 89101  
Phone: (702) 388-6469  
Web: [www.export.gov](http://www.export.gov)

## GOVERNMENT CONTRACTS

**Clark County Department of Finance  
Purchasing & Contracts**  
500 S. Grand Central Pkwy.  
Las Vegas, NV 89155  
Phone: (702) 455-0000  
Web: [www.clarkcountynv.gov/depts/finance/purchasing/pages/default.aspx](http://www.clarkcountynv.gov/depts/finance/purchasing/pages/default.aspx)

**Governor's Office of Economic Development**  
555 E. Washington Ave. Suite 5400  
Las Vegas, NV 89101  
Phone: (702) 486-2700  
Web: [www.diversifynevada.com](http://www.diversifynevada.com)

**Governor's Office of Economic Development**  
808 West Nye Lane  
Carson City, NV 89703  
Phone: (775) 687-9900  
Web: [www.diversifynevada.com](http://www.diversifynevada.com)

**Nevada Department of Transportation**  
600 S. Grand Central Pkwy. Room 140  
Las Vegas, NV 89106  
Phone: (702) 730-3301  
Web: [www.ndotdbe.com](http://www.ndotdbe.com)

## INSURANCE

**State of Nevada, Division of Insurance**  
3300 W. Sahara Ave. Suite 275  
Las Vegas, NV 89102  
Phone: (702) 486-4009  
Web: [www.doi.nv.gov](http://www.doi.nv.gov)

**State of Nevada, Division of Insurance**  
1818 E. College Parkway Suite 103  
Carson City, NV 89706  
Phone: (775) 687-0700  
Web: [www.doi.nv.gov](http://www.doi.nv.gov)

**State of Nevada, Division of Industrial Relations, Workers' Comp Section**  
1301 N. Green Valley Pkwy, Suite 200  
Henderson, NV 89047  
Phone: (702) 486-9000  
Web: [www.dir.nv.gov/WCS/home/](http://www.dir.nv.gov/WCS/home/)

## LABOR LAWS

**State of Nevada, Office of the Labor Commissioner**  
3300 W. Sahara Ave., Suite 225  
Las Vegas, NV 89102  
Phone: (702) 486-2650  
Web: [www.labor.nv.gov](http://www.labor.nv.gov)

State of Nevada, Office of the Labor  
Commissioner  
675 Fairview Dr. Suite 226  
Carson City, NV 89701  
Phone: (775) 687-6409  
Web: [www.labor.nv.gov](http://www.labor.nv.gov)

### **STATE BUSINESS LICENSE**

Secretary of State  
Multiple Locations  
Web: [www.nvsos.gov](http://www.nvsos.gov)

SilverFlume Business Portal  
Web: [nvsilverflume.gov](http://nvsilverflume.gov)

### **TAXATION**

State of Nevada, Department of Taxation  
Multiple Locations  
Web: [www.tax.nv.gov](http://www.tax.nv.gov)

Internal Revenue Service  
110 N. City Parkway  
Las Vegas, NV 89106  
Phone: (702) 868-5005  
Web: [www.irs.gov](http://www.irs.gov)

### **TRAINING OPPORTUNITIES**

Nevada Business Opportunity Fund  
550 E. Charleston Blvd. Suite E  
Las Vegas, NV 89104  
Phone: (702) 734-3555  
Web: [www.vedc.org/nevada](http://www.vedc.org/nevada)

Nevada Small Business Development  
Center  
Multiple Locations  
Web: [www.nsbdc.org](http://www.nsbdc.org)

LVUL Entrepreneurship Center  
3575 W. Cheyenne Ave, Suite 101  
Las Vegas, NV 89032  
Phone: (702) 636-3949  
Web: [www.lvul.org](http://www.lvul.org)

SBA  
Multiple Locations  
Web: [www.sba.gov](http://www.sba.gov)

SCORE  
Multiple Locations  
Web: [www.score.org](http://www.score.org)

Vegas PBS – Global Online Advanced  
Learning (GOAL)  
3050 E. Flamingo Rd.  
Las Vegas, NV 89121  
Phone: (702) 799-1010  
Web: [www.vegaspbs.org/workforce/](http://www.vegaspbs.org/workforce/)

### **VETERANS SERVICES**

Nevada Department of Veterans Services  
Multiple Locations  
Web: [www.veterans.nv.gov](http://www.veterans.nv.gov)

### **WORKPLACE SAFETY**

State of Nevada, Division of Industrial  
Relations  
1301 N. Green Valley Parkway Suite 200  
Henderson, NV 89014  
Phone: (702) 486-9080  
Web: [www.dir.nv.gov](http://www.dir.nv.gov)

State of Nevada, Division of Industrial  
Relations  
400 West King St. Suite 400  
Carson City, NV 89710  
Phone: (775) 684-7260  
Web: [www.dir.nv.gov](http://www.dir.nv.gov)

### **OTHER**

City of Henderson  
240 Water St.  
Henderson, NV 89015  
Phone: (702) 267-2323  
Web: [www.cityofhenderson.com/  
economic-development/home](http://www.cityofhenderson.com/economic-development/home)

City of Las Vegas  
495 S. Main St.  
Las Vegas, NV 89101  
Web: [www.lasvegasnevada.gov](http://www.lasvegasnevada.gov)

Clark County  
500 S. Grand Central Pkwy.  
Las Vegas, NV 89155-1212  
Phone: (702) 455-2000  
Web: [www.clarkcountynv.gov](http://www.clarkcountynv.gov)

Economic Development Authority of  
Western Nevada (EDAWN)  
5190 Neil Rd. Suite 110  
Reno, NV 89502  
Phone: (775) 829-3700  
Web: [www.edawn.org](http://www.edawn.org)

Las Vegas Global Economic Alliance  
6720 Via Austi Parkway, Ste. 130  
Las Vegas, NV 89119  
Phone: (702) 791-0000  
Web: [www.lvgea.org](http://www.lvgea.org)

Nevada Association of Counties (NACO)  
304 South Minnesota St.  
Carson City, NV 89703  
Phone: (775) 883-7863  
Web: [www.nvnaco.org](http://www.nvnaco.org)

Nevada's Center for Entrepreneurship  
and Technology (NCET)  
5441 Kietzke Lane, Second Floor  
Reno, NV 89511  
Web: [www.NCET.org](http://www.NCET.org)

Nevada Department of Employment,  
Training and Rehabilitation (DETR)  
500 E. Third St.—Carson City, NV 89713  
2800 E St. Louis Ave—Las Vegas, 89104  
Web: [www.detr.state.nv.us](http://www.detr.state.nv.us)

Nevada League of Cities & Municipalities  
310 S. Curry St.  
Carson City, NV 89703  
Phone: (775) 882-2121  
Web: [www.nvleague.com](http://www.nvleague.com)

Nevada Women's Business Center/  
Nevada Business Opportunity Fund  
550 E. Charleston Blvd. Suite E  
Las Vegas, NV 89104  
Phone: (702) 734-3555  
Web: [www.vedc.org/nevada](http://www.vedc.org/nevada)

CUBE at Midtown  
800 Haskell St.  
Reno, NV 89509  
Phone: (775) 622-9900  
[www.cubeatmidtown.com](http://www.cubeatmidtown.com)

University of Nevada Las Vegas  
Office of Economic Development  
4505 S. Maryland Pkwy.  
Box 451092  
Las Vegas, NV 89154-1092  
Phone: (702) 895-3011  
Web: [www.unlv.edu/research/econdev](http://www.unlv.edu/research/econdev)



## WEBINAR

April 19, 2:00 to 3:30 pm	Where the Contract? Small Business Certifications and Nevada's Local Emerging Small Business Program
April 20, 12:00 to 12:30 pm	Credit Tips
April 20, 2:00 to 3:00 pm	Franchising 101
April 24, 10:00 to 11:00 am	Legal Tools for Success, Part 1
April 25, 1:30 to 2:30 pm	Legal Tools for Success, Part 2
May 10, 2:00 to 3:15 pm	PR for Small Business
May 11, 9:00 to 10:00 am	Access to Capital
May 12, 2:00 to 3:15 pm	Marketing 101
May 16, 12:00 to 1:00 pm	Access to Capital
May 17, 2:00 to 3:30 pm	Where the Contract? How to Market to the Government and Prime Contractors
May 18, 2:00 to 3:15 pm	Patents, Trademarks and Copyrights
May 24, 2:00 to 3:15 pm	Small Business Law 101
May 31, 2:00 to 3:15 pm	Women & Financial Empowerment
June 7, 2:00 to 3:15 pm	Accounting for Small Business
June 8, 10:00 to 11:00 am	Access to Capital
June 13, 12:00 to 1:00 pm	Access to Capital
June 15, 2:00 to 3:15 pm	Food Truck Basics
June 16, 2:00 to 3:15 pm	Construction 101
June 20, 5:30 to 6:45 pm	Roadmap to Start a Business
June 21, 5:30 to 6:45pm	Create Value for Products & Services
June 21, 2:00 to 3:30pm	Where's The Contract? How to Market to the Government and Prime Contractors
June 22, 2:00 to 3:00pm	Access to Capital
June 23, 2:00 to 3:15pm	Microsoft Tools for Small Business
June 27, 10:00 to 11:00am	Access to Capital

Visit [http://business.nv.gov/Resource\\_Center/Calendar\\_of\\_Events/Calendar\\_of\\_Events/](http://business.nv.gov/Resource_Center/Calendar_of_Events/Calendar_of_Events/) for details & registration information.



**Bruce Breslow**, Director  
**Terry Reynolds**, Deputy Director  
**Marcel F. Schaerer**, Deputy Director

3300 W. Sahara Avenue, Suite 425, Las Vegas, NV 89102  
 1830 College Parkway, Suite 100, Carson City, NV 89706  
[biinfo@business.nv.gov](mailto:biinfo@business.nv.gov)  
[Business.nv.gov](http://Business.nv.gov)

Are you a victim of fraud or deceptive business practices?  
 Contact **Nevada Consumer Affairs** toll free: 844-594-7275  
 or file a complaint online at <http://ConsumerAffairs.nv.gov>.

### Production Team

**Carrie Foley, Karen Schnog, Chris Weiss, Teri Williams**

The Business Advocate is a publication of the Nevada Department of Business and Industry. The Business Advocate welcomes ideas and suggestions to make this publication as relevant and useful to readers as possible. Questions or concerns about content of this publication may be addressed to: Teri Williams, Department of Business and Industry, 3300 W. Sahara Avenue, Suite 425, Las Vegas, NV 89102.

Please email subscription requests to  
[cfoley@business.nv.gov](mailto:cfoley@business.nv.gov)